



Marketing Moxie Podcast

Episode 34: Why Working 1:1 Shouldn't Make You Feel Dirty

Show notes at: <http://www.maggiepatterson.com/episode34>

MAGGIE: Hey, everyone. Welcome back to another episode of Marketing Moxie. I'm Maggie Patterson, your host, and today we are going to talk about another Unconventional Tactic. It's a solo show today. No guest expert. Let's get going.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Today's episode, we are talking about an Unconventional Tactic that I'm not sure is so unconventional. Many, many of us do it, but I do want to talk about why affiliate is so important and how, if you are doing this thing, I don't want you to feel bad about it anymore because a lot of us are doing it. But it goes against kind of the conventional, what you must do, sales and marketing, Internet wisdom out there. I'm talking about doing 1:1 work.

There's this constant message we are given from Internet marketers: don't trade time for dollars. I'm going to punch trading time for dollars in the face. Passive income is where it's at.

That's great. I think that that is a powerful message, and it's something to understand because our time is valuable. But really and truly, I'm not sure there is anything that is truly passive income. There's always time and effort going into it. Even if it's an affiliate sale, you still have to take

the time to recommend that product, endorse that product, talk about that product, have links on your website to that product. So is it truly passive? I don't know.

There are a lot of Internet marketers out there that do have courses and programs, that do amazing things, like Pat Flynn with Passive Income, and I have lots and lots of respect for them. I do believe we can work smarter, not harder. But there is a place for 1:1 work, and not just for coaches, not just for consultants. I think that 1:1 work has a very valuable place in our business, especially as we're starting out.

A lot of times I have clients that come to me who are perspective clients, and they are so drunk on this Internet marketing Kool-Aid, and I mean they are just hammered. They are the person at the keg party crawling around on the floor trying to look for their glasses because they are so convinced that they have to do their business this way. This is why I really feel this is an unconventional tactic because I don't feel like people are talking about this enough.

People are so enamored with this because they think it's going to be easy. So off they go. They create the course for the program. They don't do any research. They've never done any 1:1, and next thing you know they're deep in it, and it's not selling. Well, newsflash: human factor matters.

If you are brand new to this world, people don't know who you are. They don't know they can know, like, and trust you. Right? And I really think it's important we don't feel bad for this.

And this was something, about a year ago, I was really struggling with because, while I am by no means new to marketing, I was newer to the online vortex that a lot of us are rolling around in, and I really felt like I had to do a course. I started into doing a course, and I've got to tell you it was all kinds of wrong.

I had a really good friend, Ellen Ercolini, and I was doing some coaching with her. Hey! Look! A 1:1 service! Ellen said to me, "Maggie, you're so great working 1:1 with people, why aren't you doing that first?" I thought, she's right; this is crazy. Why am I totally trying to follow the rules? I'm not a rule follower.

I turned around, and I built my business on 1:1 work. Will my business always be that way? No. I have bigger plans and visions, but I understand the value of that 1:1 work in my business. What I personally love about 1:1, and this is not for everyone, but I love the human factor. I love that we aren't trying to apply a formula.

When I'm working with someone 1:1, we can take my skills and experience, their skills and experience, and we create a lab: a place to play, experiment, put new things together and see if it explodes or see if it

just fizzles out, for us to customize things in a way that's going to work for them and their business. There is no one size fits all.

If you are the type of person that because you're a solopreneur, because you're running a business on your own, you feel like you need that 1:1 support, it doesn't just have to be in your mastermind. It can be from your service providers. It can be working with your clients 1:1. There is nothing more gratifying than that 1:1 interaction.

Hey, I get it. It can be exhausting to be on the phone. It can be time-consuming. I personally try to really protect my time because I am, like we've talked about before, inverted and I can get very exhausted if I expend too much and spend too many hours on the phone working with people in that kind of capacity. But, at the same time, I will tell you I do take energy from seeing those successes of 1:1 clients because there is such a big, personal investment there.

Let's talk a little bit about kind of the nuts and bolts of 1:1. I think that a lot of the challenges some of us have with 1:1 come around some of the business sides of it. I'm going to talk a little bit about that in future podcasts because I've been getting a lot of questions about that. But I want to talk about why I think that 1:1 is such a great place to start in your business and to not just dismiss it.

Number one, get experience. If you are new to this type of coaching, or if you are new to this type of consulting or whatever it is you're doing, reiki or whatever, getting experience - there is no substitute. There is never going to be any substitute from experience. Believe me, I've tried in so many things, and to run a 5K, you actually have to train.

Another thing you can do working 1:1 is really start to get feedback and find the problems, the holes, the things you're not addressing, the things you're doing really, really well. Without real live humans in that interaction, you're not necessarily able to create that safe place. I feel that a lot of us online are not willing to speak out when something is not great because you don't want to be the one that gets blackballed. It's kind of like being in high school sometimes because you don't want to be the one that speaks out and is, like, all of a sudden all the cool kids don't like you anymore.

Now, maybe you don't care about that, but it's really hard to have that kind of productive voice when there's not a relationship. From that feedback, from that finding the problems and poking the holes and working with people 1:1 and really hearing what they're saying, you can start to really build your signature system. And I think that we all need that thing that is really our special sauce.

No matter what we do, we all have something unique. I mean that is such clichéd advice, but it's true. You can build your signature system, process, approach, whatever it is. If you look at people who are super successful in the online space, they all have something.

The other thing is, each time you're going through a coaching cycle or getting a new client, you're able to fine tune more and more and more and more. And you're able to practice instead of getting into this model of creating a product, not doing your research, and oopsy, no one wants to buy it or maybe only one or two people, and you've spent 100 hours on this thing. And you spend all kinds of money on Facebook ads and all the things you're "supposed to do". Getting the money in the door is probably going to be faster with 1:1 in a lot of ways.

The other thing you can get from working 1:1 with people, and not that you can't get this with a group program, but you're going to yield a better quality of testimonial right out of the gate. You're going to be able to get people who have experienced your magic firsthand, that voice to voice, that warmth, that personal investment with you as their cheerleader.

I think, once you've done those things, you can really start to look at how can I take my 1:1 work and start to leverage that? How can I work smarter? How can I make this really, really work for my business?

Maybe you're going to look at moving from 1:1 to a live group. Maybe you're going to look at creating an ebook or eventually maybe it's going to be a program. But I think it's really important not to start in the middle, to not be ahead of where you really are. If where you are is 1:1 work, that is okay.

I'm actually doing, personally, all my planning for 2015, and I will be adding a group element, but I also too will be continuing to do 1:1. Those are my clients who get the best results because I am literally up to my knees in their business. I am standing in the muck figuring out how we're going to get out of it. I am there doing those things. That's the same for your clients if you're working 1:1.

This has been a really short episode, but I think it was very, very important. So many times people come to me and they feel like they have to do this other thing that the conventional wisdom is that you must have a course or a program or an ebook. No. No, you don't. Make sure you can get your feet under you and really feel confident about what you're teaching, what you're sharing, what you're called to do.

I only have one takeaway. The takeaway is: if you're doing 1:1 work, it's okay. And if you're not, and you're floundering around trying to figure out how to pay the bills, look at how you can use 1:1 work to really build your business, to build your credibility, your experience, and get that signature system in place.

If you need any of the show notes or links -- there weren't a lot of links today because it was just a solo show, but hey, you never know -- you can hop on over to www.MaggiePatterson.com/Episode34.

Now, I've got some really fun stuff coming up soon on the Marketing Moxie Show. I will be wrapping up this series in a couple weeks, and we are going to be moving on to talk about the business of business. We are going to talk about some of those things that some of us aren't so good at, really looking at how we can take our business to the next level.

If you want to join me over in the Marketing Moxie community on Facebook, you can join by going to www.maggiepatterson.com/group, and that'll hook you up into the group and get you in there. I would love to see you there. Introduce yourself. There are over 500 amazing people, and we all kind of have that same thing. We're not all hammered on the Kool-Aid, the Internet marketing Kool-Aid. So come join us and have a nice, refreshing glass of something.

And I have to laugh because Charlie the cat is literally all over my desk right now. My cat has issues, but apparently he wants to be a podcaster. Thank you for joining me for today's episode. And, if you enjoyed the show, always feel free, or if you have questions, I'd love to hear from you because this is about people connecting with people. @MagsPatterson on Twitter, or you can hang out with me in the Facebook group. Hope to see you there. Take care.

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